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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92054201
Party	Plaintiff Dan Foam ApS
Correspondence Address	AMY SULLIVAN CAHILL STITES HARBISON PLLC 400 WEST MARKET STREET , SUITE 1800 LOUISVILLE, KY 40202 3352 UNITED STATES acahill@stites.com
Submission	Motion for Summary Judgment
Filer's Name	Amy Sullivan Cahill
Filer's e-mail	acahill@stites.com
Signature	/Amy Sullivan Cahill/
Date	08/23/2012
Attachments	Petitioner's Summary Judgment Motion - Part 2.pdf (50 pages)(2766219 bytes)

CERTIFICATE OF SERVICE

The undersigned does hereby certify that on this day, I served a copy of the foregoing REGISTRANT SLEEP INNOVATIONS, INC.'S RESPONSES TO PETITIONER DAN FOAM APS'S INTERROGATORIES on counsel for Petitioner by electronic mail and overnight mail, as follows:

AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 WEST MARKET STREET , SUITE 1800
LOUISVILLE, KY 40202-3352

Date: January 10, 2012

A handwritten signature in black ink, appearing to read "Amy M. Hurst" or similar, written in a cursive style.

Exhibit D

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

DAN FOAM APS,)	
)	
Petitioner,)	
)	
v.)	Cancellation Proceeding 92054201
)	
SLEEP INNOVATIONS, INC.,)	
)	
Registrant.)	
)	

**REGISTRANT'S RESPONSES TO PETITIONER'S
FIRST REQUESTS FOR ADMISSION**

Pursuant to the Federal Rules of Civil Procedure and the Trademark Rules of Practice, Registrant Sleep Innovations, Inc. responds to Petitioner's First Requests for Admissions as follows.

Definitions and General Objections

The following General Objections apply to each of Petitioner's Requests for Admissions ("Requests"). Each response provided below is made subject to these General Objections as well as subject to any specific objection to any Request, without waiver of any such objection.

1. The terms "Registrant" or "SI" as used herein refers to Sleep Innovations, Inc.
2. Registrant objects to these Requests to the extent that they are inconsistent with, or impose obligations beyond that required by the Federal Rules of Civil Procedure, the Trademark Rules of Practice and/or the Trademark Trial and Appeal Board Manual of Procedure.

3. Registrant objects to these Requests to the extent they seek information protected by the attorney-client privilege, the work product doctrine or which is otherwise privileged or protected from disclosure. Any inadvertent production will not be deemed a waiver of any privilege with respect to the information or documents produced or their contents.

4. Registrant objects to these Requests to the extent they are overly broad, unduly burdensome, harassing or seek information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence.

5. Registrant objects to these Requests to the extent they seek information and/or identification of information, documents and things that are not in Registrant's possession, custody or control.

6. Registrant objects to these Requests to the extent they seek disclosure of any and all confidential or proprietary information. Registrant will not produce such information until a suitable protective order has been entered by the Court.

7. Registrant objects to these Requests to the extent they seek information cumulative of other Requests.

8. Registrant responds to these Requests to the best of Registrant's present knowledge and only insofar as it may be deemed to have personal knowledge or information that forms the basis of any responses herein. Registrant reserves the right to supplement these responses as new information becomes available and in the event that it is so required by the Federal Rules.

9. Registrant objects to each Request to the extent it calls for information that is subject to any confidentiality agreement or other agreement or order between Registrant and a third party that restricts Registrant's ability to disseminate such information. Registrant reserves the right to withhold disclosure of such information unless and until Registrant is authorized by those third parties to disclose such information, as necessary.

10. Registrant objects to each Request to the extent it (a) is not reasonably restricted in scope or time; (b) utilizes terms and phrases which are undefined and are subject to varying interpretations as applied in this action; (c) is vague and ambiguous and fails to describe the information requested with reasonable particularity; (d) calls for speculation on behalf of Registrant as to the information being requested; (e) calls for interpretations of contracts and other documents, the terms of which speak for themselves; and/or (f) calls for legal conclusions.

11. To the extent that Registrant objects to a Request as vague and ambiguous such that Registrant is required to speculate on the scope of the Request in the context of this action, Registrant may nonetheless respond to such Request, giving it what Registrant believes to be a reasonable interpretation or construction. Registrant, however, shall not be deemed bound by any inconsistent interpretation applied by Petitioner. Further, Petitioner's determination or failure to determine that information may or may not be responsive to a specific Request shall not be deemed in any manner an admission by Registrant, and Registrant shall not be deemed bound by any inconsistent interpretation applied by Petitioner. To the extent that Registrant asserts a different interpretation, Registrant reserves its rights to further object to the Request on additional grounds to that interpretation.

12. Registrant objects to each Request to the extent it is argumentative, based on unsupported assumptions of fact or law, or otherwise lacks a factual or legal foundation.

13. Each response set forth below is made without waiver of, and is subject to, any applicable objection set forth herein. Specific objections are made without limiting the breadth and general application of these General Objections.

14. Registrant objects to each and every Request the response to which may be derived or ascertained from business records or other documents that are in the possession or control of Petitioner or from documents that are readily available to Petitioner. To the extent the response to a Request can be ascertained or derived from documents in Petitioner's possession, custody or control, the development of that response is significantly more convenient and less burdensome for Petitioner than it is for Registrant and Petitioner accordingly should bear that burden.

15. SI objects to Petitioner's definition of "Registrant's Products" as overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant that bear Registrant's Mark.

16. The following responses are each expressly subject to these General Objections without waiver of rights thereunder.

17. The following responses are each expressly subject to these general responses and objections without waiver of rights thereunder.

REQUESTS

1. Admit that Registrant has used Registrant's Mark in connection with all of the goods recited in Registration Number 3,916,902 in commerce.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant has used Registrant's Mark in connection with all of the goods recited in Registration Number 3,916,902 in commerce.

2. Admit that Registrant has not used Registrant's Mark in connection with all of the goods recited in Registration Number 3,916,902 in commerce.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

3. Admit that Registrant's Products may be promoted to consumers of varying degrees of sophistication.

RESPONSE: In addition to its General Objections, Registrant objects to this Request because the terms "may be promoted" and "varying degrees of sophistication" are vague and ambiguous. Registrant objects to this Request on the grounds that it calls for a legal conclusion. Subject to and without waiver of its General Objections, Registrant states that it is entitled to promote Registrant's Products to any consumers, regardless of their level of sophistication. Registrant otherwise denies this Request.

4. Admit that Registrant's Products may be sold to consumers of varying degrees of sophistication.

RESPONSE: In addition to its General Objections, Registrant objects to this Request because the terms “may be sold” and “varying degrees of sophistication” are vague and ambiguous. Registrant objects to this Request on the grounds that it calls for a legal conclusion. Subject to and without waiver of its Objections, Registrant states that it is able to sell Registrant’s Products to any consumers, regardless of their level of sophistication. Registrant otherwise denies this Request.

5. Admit that Registration Number 3,916,902 for Registrant’s Mark does not limit the goods set forth in the application to any particular trade channel.

RESPONSE: In addition to its General Objections, Registrant objects to this Request on the grounds that it calls for the interpretation of a document, the terms of which speak for itself, and the Request calls for a legal conclusion. Subject to and without waiver of its objections, Registrant refers to Registration Number 3,916,902 for its contents. Registrant otherwise denies this Request.

6. Admit that Registration Number 3,916,902 for Registrant’s Mark does not limit the goods set forth in the application to any particular class of customers.

RESPONSE: In addition to its General Objections, Registrant objects to this Request on the grounds that it calls for the interpretation of a document, the terms of which speak for itself, and the Request calls for a legal conclusion. Subject to and without waiver of its objections, Registrant refers to Registration Number 3,916,902 for its contents. Registrant otherwise denies this Request.

7. Admit that a trademark search for Registrant's Mark was conducted on Registrant's behalf before the Mark was adopted.

RESPONSE: In addition to its General Objections, Registrant objects this request to the extent that the term "Mark" is undefined. Subject to and without waiver of its General Objections, and assuming that the term "Mark" as used in this request refers to Registrant's Mark, as that term is defined in Petitioner's Requests, Registrant denies that a trademark search was conducted as to the design element of Registrant's Mark before Registrant's Mark was adopted.

8. Admit that a trademark search for Registrant's Mark was conducted on Registrant's behalf before the date of first use of Registrant's Mark.

RESPONSE: Subject to and without waiver of its General Objections, Registrant denies that a trademark search was conducted as to the design element of Registrant's Mark before the date of first use of Registrant's Mark.

9. Admit that a trademark search for Registrant's Mark was conducted on Registrant's behalf before Registrant filed its application to federally register Registrant's Mark.

RESPONSE: Subject to and without waiver of its General Objections, Registrant denies that a trademark search was conducted as to the design element of Registrant's Mark before Registrant filed its application to federally register Registrant's Mark.

10. Admit that no trademark search for Registrant's Mark was conducted by any person on Registrant's behalf before Registrant adopted the mark.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that no trademark search for the design component of Registrant's Mark was conducted by any person on Registrant's behalf before Registrant adopted Registrant's Mark.

11. Admit that no trademark search for Registrant's Mark was conducted by any person on Registrant's behalf before the date of first use of Registrant's Mark.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that no trademark search for the design component of Registrant's Mark was conducted by any person on Registrant's behalf before the date of first use of Registrant's Mark.

12. Admit that no trademark search for Registrant's Mark was conducted by any person on Registrant's behalf before Registrant filed its application to Federally register the mark.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that no trademark search for the design component of Registrant's Mark was conducted by any person on Registrant's behalf before Registrant filed its application to federally register Registrant's Mark.

13. Admit that Registrant knew about the use of Petitioner's Mark before adopting Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

14. Admit that Registrant knew about the use of Petitioner's Mark before the date of first use of Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

15. Admit that Registrant knew about the use of Petitioner's Mark before filing its application to Federally register Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

16. Admit that Registrant knew about sales of Petitioner's Products before Registrant adopted Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, Registrant states that it knew prior to adoption of Registrant's Mark that Petitioner offered mattresses, pillows and related products. Registrant otherwise denies this Request.

17. Admit that Registrant knew about sales of Petitioner's Products before the date of first use of Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, Registrant states that it knew before the date of first use of Registrant's Mark that Petitioner offered mattresses, pillows and related products. Registrant otherwise denies this Request.

18. Admit that Registrant knew about sales of Petitioner's Products before filing an application to Federally register Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, Registrant states that it knew before filing its application to federally register Registrant's Mark that Petitioner offered mattresses, pillows and related products. Registrant otherwise denies this Request.

19. Admit that Registrant considered a likelihood of confusion with Petitioner's Mark before adopting Registrant's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

20. Admit that Registrant is aware of an instance in which a consumer of Registrant's Products has experienced actual confusion, initial interest (pre-sale) confusion, mistake, or deception between Registrant's Products promoted, distributed, and/or sold in connection with Registrant's Mark and Petitioner's Products promoted, distributed, and/or sold in connection with Petitioner's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

21. Admit that Registrant is aware of an instance in which a distributor or another person within the relevant purchasing public of Registrant's Products has experienced actual confusion, initial interest (pre-sale) confusion, mistake, or deception between Registrant's Products promoted, distributed, and/or sold in connection with Registrant's Mark and Petitioner's Products promoted, distributed, and/or sold in connection with Petitioner's Mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

22. Admit that Registrant's Mark includes the partial silhouette of reclining female figure.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

23. Admit that Registrant's Mark includes the partial silhouette of reclining female figure along the top of the word portion of the mark.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

24. Admit that Registrant provided the following description of the mark in its application to register Registrant's Mark: "The mark consists of the word BODIPEDIC with a stylized silhouette of a person which is above the letters IPED."

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant provided the following description of the mark in its application to register Registrant's Mark: "The mark consists of the word 'BODIPEDIC' with a stylized silhouette of a person which is above the letters 'IPED'."

25. Admit that Registrant previously used a different design element in connection with its BODIPEDIC word mark.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant previously used a different design element in connection with its BODIPEDIC word mark.

26. Admit that Registrant previously used the following word and design element in connection with Registrant's Products:

The logo features the word "Bodipedic" in a bold, serif font. The letters "Bod" are in a standard weight, while "ipedic" is in a bolder weight. A stylized, dark silhouette of a person is positioned behind the letters "ipedic", appearing to be integrated with the text. The overall design is high-contrast and graphic.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant previously used the above word and design element in connection with Registrant's Products.

27. Admit that Registrant used the mark including the design element set forth in Request No. 26 beginning in 2002.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

28. Admit that Registrant began using Registrant's Mark in commerce in April 2008.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant began using Registrant's Mark in commerce in April 2008.

29. Admit that Registrant has experienced increased sales revenues in connection with the sale of Registrant's Products in 2008 as compared with 2007.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of "Registrant's Products" is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant's Mark. Registrant further objects and therefore does not admit or deny this Request because it seeks confidential and/or proprietary information in the absence of an appropriate protective order.

30. Admit that Registrant has enjoyed increased sales of Registrant's Products in 2009 as compared with 2008.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of “Registrant’s Products” is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant’s Mark. Registrant further objects and therefore does not admit or deny this Request because it seeks confidential and/or proprietary information in the absence of an appropriate protective order.

31. Admit that Registrant experienced increased sales revenues in connection with the sale of Registrant’s Products in 2010 as compared with 2009.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of “Registrant’s Products” is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant’s Mark. Registrant further objects and therefore does not admit or deny this Request because it seeks confidential and/or proprietary information in the absence of an appropriate protective order.

32. Admit that Registrant has experienced increased sales revenues in connection with the sale of Registrant’s Products in 2011 as compared with 2010.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of “Registrant’s Products” is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not

limited to products sold by Registrant in connection with Registrant's Mark. Registrant further objects and therefore does not admit or deny this Request because it seeks confidential and/or proprietary information in the absence of an appropriate protective order.

33. Admit that Registrant has experienced increased sales revenues in connection with the sale of Registrant's Products as a result of the adoption of design portion of Registrant's Mark.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of "Registrant's Products" is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant's Mark. Registrant further objects because this Request seeks confidential and/or proprietary information in the absence of an appropriate protective order. Subject to and without waiver of its Objections, denied.

34. Admit that Registrant bids on the "key word" "Tempur-Pedic" in an effort to generate Internet sales.

RESPONSE: In addition to its General Objections, Registrant objects this request as vague and ambiguous and subject to varying interpretations. Registrant further objects because the phrase "bids on the 'key word'" is vague and ambiguous. Registrant also objects and therefore does not admit or deny this Request because it seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence.

35. Admit that Registrant promotes Registrant's Products via the Internet.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of “Registrant’s Products” is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant’s Mark. Subject to and without waiver of its Objections, Registrant admits that it promotes Registrant’s Products bearing or offered under Registrant’s Mark via the Internet.

36. Admit that Registrant sells its Registrant’s Products via the Internet.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of “Registrant’s Products” is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant’s Mark. Subject to and without waiver of its Objections, Registrant admits that it sells Registrant’s Products bearing or offered under Registrant’s Mark via the Internet.

37. Admit that Registrant sells Registrant’s Products via retail stores.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of “Registrant’s Products” is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant’s Mark. Subject to and

without waiver of its Objections, Registrant admits that it sells Registrant's Products bearing or offered under Registrant's Mark via retail stores.

38. Admit that Registrant sells Registrant's Products via department stores.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of "Registrant's Products" is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant's Mark. Subject to and without waiver of its Objections, Registrant denies that it sells Registrant's Products bearing or offered under Registrant's Mark via department stores.

39. Admit that Registrant sells Registrant's Products via "big box" stores.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of "Registrant's Products" is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not limited to products sold by Registrant in connection with Registrant's Mark. Subject to and without waiver of its Objections, Registrant admits that it sells Registrant's Products bearing or offered under Registrant's Mark via "big box" stores, specifically Costco and Big Lots Stores, Inc.

40. Admit that Registrant's Products are sold by retailers that sell other mattress brands.

RESPONSE: In addition to its General Objections, Registrant objects to this request because the definition of "Registrant's Products" is overly broad, unduly burdensome and seeks information that is not relevant and that is not reasonably likely or calculated to lead to the discovery of admissible evidence, as it encompasses all products sold by Registrant and is not

limited to products sold by Registrant in connection with Registrant's Mark. Subject to and without waiver of its Objections, Registrant admits that Registrant's Products bearing or offered under Registrant's Mark are sold by retailers that may sell other mattress brands.

41. Admit that Registrant produces memory foam which it promotes and sells under different brand names.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

42. Admit that the web site maintained at the URL <http://bodipedic.org/> is owned or controlled by Registrant.

RESPONSE: Subject to and without waiver of Registrant's General Objections, denied.

43. Admit that the web site maintained at the URL <http://bodipedic.org/> includes "click through" advertising for TEMPUR-PEDIC products.

RESPONSE: In addition to its General Objections, Registrant objects to this Request to the extent that it calls for speculation on Registrant's part. Registrant also objects to this Request because the phrase "click-through" advertising is undefined, vague and ambiguous and subject to differing interpretations. Subject to and without waiver of Registrant's General Objections, Registrant states that it can neither admit nor deny this Request as phrased.

44. Admit that Registrant's mattress products are promoted by Registrant as "memory foam" products.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant's mattress products are promoted by Registrant as "memory foam" products.

45. Admit that Registrant's mattress topper products are promoted by Registrant as "memory foam" products.

RESPONSE: Subject to and without waiver of its General Objections, Registrant admits that Registrant's mattress topper products are promoted by Registrant as "memory foam" products.

McCARTER & ENGLISH, LLP

By: 

Robert W. Smith

Four Gateway Center
100 Mulberry Street
Newark, New Jersey 07102
(973) 622-4444

Attorneys for Registrant
Sleep Innovations, Inc.

January 10, 2012

CERTIFICATE OF SERVICE

The undersigned does hereby certify that on this day, I served a copy of the foregoing
REGISTRANT'S RESPONSES TO PETITIONER'S FIRST REQUEST FOR ADMISSIONS on
counsel for Petitioner by electronic mail and overnight mail, as follows:

AMY SULLIVAN CAHILL
STITES & HARBISON PLLC
400 WEST MARKET STREET, SUITE 1800
LOUISVILLE, KY 40202-3352

Date: January 10, 2012

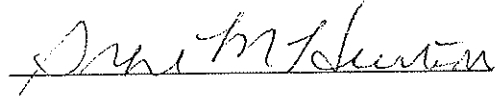
A handwritten signature in dark ink, appearing to read "Amy M. Cahill", is written over a horizontal line.

Exhibit E

United States of America
United States Patent and Trademark Office

bodipedic

Reg. No. 3,916,902

Registered Feb. 8, 2011

Int. Cl.: 20

TRADEMARK

PRINCIPAL REGISTER

SLEEP INNOVATIONS, INC. (NEW JERSEY CORPORATION)
187 ROUTE 36, SUITE 101
WEST LONG BRANCH, NJ 07764

FOR: MATTRESS TOPPERS, PILLOWS, MATTRESSES, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 4-2-2008; IN COMMERCE 4-2-2008.

OWNER OF U.S. REG. NOS. 2,841,062, 3,137,309, AND 3,495,925.

THE MARK CONSISTS OF THE WORD "BODIPEDIC" WITH A STYLIZED SILHOUETTE OF A PERSON WHICH IS ABOVE THE LETTERS "IPED".

SER. NO. 85-070,859, FILED 6-24-2010.

JUDITH HELFMAN, EXAMINING ATTORNEY



David J. Kypos

Director of the United States Patent and Trademark Office

Exhibit F

CONFIDENTIAL

Filed Under Seal

Exhibit G

CONFIDENTIAL

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Exhibit H

FOOD & WINE

FEBRUARY

Star Chefs' DREAM RECIPES

SOUP, STEW, PASTA, CHILI & MORE

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PAGE 83

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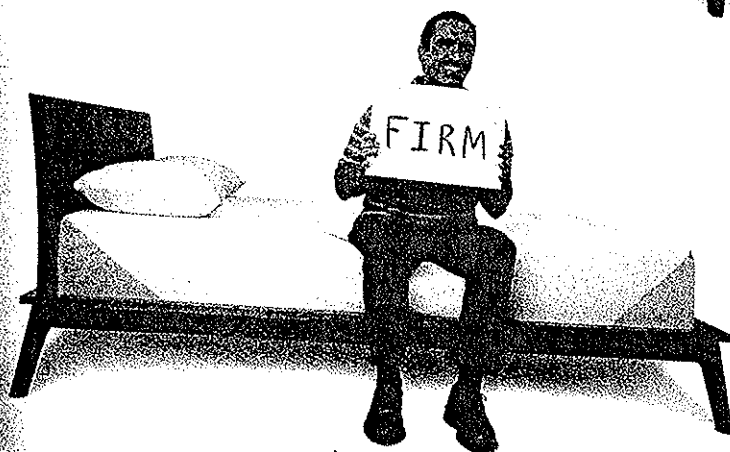
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EDITORS' PICKS

- Gitmo detainee pleads guilty
- Marathon winner loses title
- Did women fight over NFL RB?
- Kris left Khloe with bad taste
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The Patriot Ledger (Quincy, MA)

July 20, 2012 Friday
ROP Edition

SECTION: Business; pg. 11

LENGTH: 485 words

HEADLINE: CORPORATE MILESTONES - 50 YEARS IN BUSINESS;
Assistant manager: Staying attentive to customers' needs is a must for Rockland store;
Warmington Furniture keeps focus on service

BODY:

We interviewed Brad McCaughey, the assistant manager of Warmington Furniture in Rockland, to find out more about the store as it celebrates its 50th anniversary. The following is an edited version of that exchange.

How has your business changed since its inception?

In 1962, Howard Warmington and his wife, Dawn - who passed away in 1978 - started Warmington Furniture Inc. in Rockland with a total of \$250. Howard worked as an inspector foreman with Allis Chalmers for six years to get established while also working at Warmington. Their oldest son, Stephen, also worked part time after school until he joined the Navy in 1967.

Today, we have about 12,000 square feet of showroom space with mostly American-made bedroom, dining room and living room furniture. We also show over two dozen different mattress models, including name brands like Sealy and Tempur-Pedic. We have about another 10,000 square feet at a separate warehouse location in Abington that allows us the privilege of offering our clients free layaway of up to a year. This helps when remodeling, building or just budgeting.

We have made some adjustments to establish an Internet presence. We don't sell furniture online, but our website has helped bring people to see us and put people in contact with us on email.

How has your industry changed over that time?

Today we face some of the worst economic times we have ever seen. We have been very fortunate - thanks, in part, to our loyal customers and employees, along with our low overhead - to have been able to ride out the housing and bank crises without having to change the type of quality or service we have been now providing for 50 years.

What kind of changes do you see on the horizon?

I think today is the new normal for business in general - with the rough economy, sales are not as strong as they once were. As long as we pay attention to what our customers' needs are, we will be around for another 50 years.

How does your business differentiate itself from its competitors?

We aren't like the big-box stores. We are able to spend more time and attention on what our clients are actually looking for. And we can still service and deliver it for free, and dispose of the old item at no charge.

What are some of the advantages and challenges of doing business in this region?

CORPORATE MILESTONES - 50 YEARS IN BUSINESS; Assistant manager: Staying attentive to customers' needs is a must for Rockland store; Warmington Furniture keeps focus on service The Patriot Ledger

Being centrally located between Boston and Cape Cod in Rockland, we are able to still offer free delivery from Boston to Cape Cod and most points west and east at no charge. Over the past 20 years, we have seen dozens and dozens of furniture stores come and go. We realize that if you offer a great product with great service at a great price, everything else will just fall into place.

A CLOSER LOOK

Name of company: Warmington Furniture

Location: Rockland

Inception: 1962

Milestone in 2012: 50th anniversary

Number of employees today: 13

Owners: Howard and Jean Warmington

Primary business/industry: Home furniture sales

GRAPHIC: Warmington Furniture in Rockland is celebrating its 50th anniversary. The family business has been in the same Rockland location for years. From left are Laura Smith, a 23-year employee, Brad McCaughey, assistant manager and a 28-year employee, Louise Owens, a 20-year employee, and Diane LeBlanc, a 13-year employee., GREG DERR/The Patriot Ledger

LOAD-DATE: July 20, 2012



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The Albany Herald (Georgia)

July 13, 2012 Friday

SECTION: NEWS**LENGTH:** 201 words**HEADLINE:** Mattress super store heads to Albany**BYLINE:** Jim West jim.west@albanyherald.com**BODY:**

ALBANY -- Sales are anything but flat these days for national mattress powerhouse Mattress Firm.

Sleepers in Albany will have an opportunity to find out why. A space of approximately 8,000 square feet is being prepared for the retailer at 2723 Dawson Road, the former location of Moe's Southwest Grill.

Mattress Firm will utilize a larger total area than Moe's, which recently moved to the former Office Max building behind Albany Mall.

Ben Murray, owner of the Dawson Road property, said he understood the store would be finished "sometime in early September."

Rich McNair, store manager of the Valdosta Mattress Firm, said the company has been "growing exponentially" for the past several years, buying some competitive chains including Mattress Giant. According to McNair, Mattress Firm currently operates more than 1,000 retail stores nationwide and went public as a company four months ago.

The Albany Mattress Firm will be one of the company's biggest stores, McNair said.

McNair's Valdosta store was said to be more typical with about 4,500 square feet of showroom space.

According to corporate materials, Mattress Firm sells most major mattress brands, including Sealy, Tempur-pedic, Simmons and Serta.

LOAD-DATE: July 16, 2012

Sleep Train launching chain of mall stores; First 'Got Sleep?' store has opened in Roseville Galleria Sacramento
Business Journal July 13, 2012 Friday



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SACRAMENTO Business Journal

Sacramento Business Journal

July 13, 2012 Friday

LENGTH: 953 words

HEADLINE: Sleep Train launching chain of mall stores;
First 'Got Sleep?' store has opened in Roseville Galleria

BYLINE: Kelly Johnson

BODY:

Local mattress retailer The Sleep Train Inc. is rolling out its first new store format in decades with a bold direction for the growing company.

The Rocklin-based retailer launched the format - branded "Got Sleep? By Sleep Train" - two weeks ago with a 1,400-square-foot store inside Westfield Galleria at Roseville.

Got Sleep? stores will offer consumers a more intimate environment than existing Sleep Train stores. They will be located primarily in malls, occupy relatively small spaces and offer limited inventory focused on high-end mattresses Tempur-Pedic and iComfort. And they'll sell sleep accessories such as noise machines, sheets, slippers, and scented candles and lotions.

Dale Carlsen, founder and CEO of the employee-owned company, said he expects to roll out Got Sleep? throughout the West Coast, initially focusing on California. He didn't yet have specific expansion projections. Other than saying the rollout will cost a "substantial chunk of change," Carlsen declined to disclose how much money Sleep Train is investing in the new venture. The funds for expansion will come from internal savings, he said.

While this is a new direction for Sleep Train, several other mattress retailers in the last few years have tried mall locations in addition to their traditional freestanding stores.

The largest is Mattress Firm Holding Corp. (NASDAQ: MFRM), which says it is the largest U.S. bedding retailer in terms of revenue and number of stores. In June, the company reported a new strategy of opening stores in enclosed malls in order to reach an additional customer base in a high-traffic area. The Houston chain of more than 900 stores had opened eight Mattress Firm stores in malls as of early June. Company officials told analysts that early results were positive.

Mattress manufacturer Select Comfort Corp. (NASDAQ: SCSS) is already known for selling mattresses in malls through its Sleep Number stores. It has been testing stores outside of malls.

And department stores have been selling mattresses and sleep accessories in malls for decades.

Based on early sales, Sleep Train is quite happy with its early Got Sleep? results in Roseville. The store is "incredibly successful" so far, with sales exceeding expectations, said Terry Horsley, the company's vice president of brand strategy.

Sleep Train launching chain of mall stores; First 'Got Sleep?' store has opened in Roseville Galleria Sacramento
Business Journal July 13, 2012 Friday

Got Sleep? is about one-fourth the size of a typical Sleep Train store and displays about a dozen mattresses, compared to about 50 at Sleep Train stores, he said.

The local chain is rolling out the new format as a way to reach consumers in a place they're already visiting and with a heavily advertised product they've most likely heard about, Carlsen said. Sleep Train wants to make shopping more convenient and allow consumers to easily try out Tempur-Pedic and iComfort mattresses. They are among the more expensive brands and make up the fastest-growing segment of the mattress industry.

Through its new venture, Sleep Train also aims to focus on the 50 million to 70 million U.S. adults with sleep or wakefulness disorders, as estimated by the Centers for Disease Control and Prevention.

The accessories offered in Got Sleep? stores could entice consumers to come into the store more often, said Larry Thomas, an editor with trade publication Furniture Today. That can help when a store's primary merchandise is high-end and consumers replace its products only every decade or more.

The mattress retailer posted 2011 revenue of \$372 million. It is projecting that this year's revenue will reach \$450 million.

One Sacramento independent sleep-shop owner thinks Sleep Train might cannibalize its other business, but he doesn't think Got Sleep? will necessarily hurt his own.

Tempur-Pedic is a small fraction of what SleepWell Speciality Mattresses sells, said owner Joe Prasad, whose store focuses on natural, organic and adjustable bedding.

Sleep Train, meanwhile, already is "pretty saturated" in Sacramento.

Prasad said Sleep Train should have tested its new format outside of Sacramento, where the company isn't the dominant bedding retailer.

Bay Area management consultant Peter Sealey likes the Got Sleep? concept but not the name. Sealey, who is not working with Sleep Train, teaches marketing at the Peter F. Drucker Graduate School of Management at the Claremont Graduate University. Sleep Train, like Apple and Starbucks, is trying to make shopping an experience, he said.

Sealey called the Got Sleep? name risky because it minimizes the company's established brand. He said he would fail a student who proposed the idea.

"Introducing a new brand today is tough" given the fragmentation of media, he said. It would cost millions, he added, to develop the brand name, and it could confuse consumers and diminish the existing brand.

"Don't lose that brand. That's crazy," Sealey said.

But Carlsen defends his company's branding decision.

"We believe in true brand identity, thus we did not want to just plop a 'mini Sleep Train' store in the mall," Carlsen countered. "Got Sleep? By Sleep Train, allows us to focus Got Sleep? on new innovative products that may or may not be at Sleep Train stores."

The Sleep Train Inc. Headquarters: Rocklin

Founded: 1985

Company type: Employee-owned

Employees: 1,340 company wide

2011 revenue: \$372 million

2012 projected revenue: \$450 million

Projected 2012 store openings: 40, not counting Got Sleep?

Web: sleeptrain.com

Sleep Train stores · Sleep Train: 97 (original format)

· Sleep Train Depot: 4 (outlet stores)

· Sleep Country: 78 (acquired in 2011)

· Mattress Discounters: 77 (discount format)

· Got Sleep?: 1

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FURNITURE Today

Furniture Today

July 9, 2012

SECTION: NEWS

LENGTH: 230 words

HEADLINE: Mor Furniture For Less opens 2 stores in Palm Springs area

BYLINE: Furniture Today Staff

BODY:

Rancho Mirage, Calif. - Mor Furniture For Less has opened two more Southern California stores, continuing an aggressive expansion strategy into new territory, this time the greater Palm Springs area.

The Top 100 company opened its 25th store in Rancho Mirage, Calif., on Highway 111 in May and followed with a store in Cathedral City, Calif., six miles away, on Thursday. Mor is promoting a grand opening event for both stores simultaneously. Among the suppliers noted in a press release are AICO and Tempur-Pedic. The Cathedral City store on East Palm Canyon Drive includes a full-line showroom, clearance center, and a home delivery and customer pickup warehouse that will serve a large area of Southern California. Both were vacant retail spaces. Mor did not disclose its investment in the stores or sales projections. It said the stores will create 40 to 50 new jobs. Special touches in the showrooms include complimentary fresh-baked cookies, popcorn, soda and coffee while shoppers browse. Mor is No. 31 on furniture/Today's Top 100 with estimated sales last year of \$238.4 million at 21 stores, up 3.3% from the year before. The retailer opened its first store in Richland, Wash., in the Tri-Cities area in November (not included in the Top 100 count) and stores earlier this year in Rancho Cucamonga, Calif., and the Seattle suburb of Lynnwood, Wash.

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July 5, 2012 Thursday 6:00 AM EST

LENGTH: 1215 words

HEADLINE: Consumer Reports Survey: Unemployed Americans More Likely To Suffer From Sleep Problems Than Those With Jobs

DATELINE: YONKERS, N.Y., July 5, 2012

BODY:

Staying asleep is the most common problem among all respondents; Survey reveals other sleep troubles & effectiveness of sleep treatments

In addition to searching for full-time work, some unemployed Americans may also be looking for a good night's rest. According to a new survey of Consumer Reports' readers, unemployed respondents were more likely to say they had trouble falling and staying asleep than those with jobs - 69 percent and 59 percent respectively.

Employment status aside, the most common problem cited among all respondents was trouble staying asleep, reported by 57 percent of Consumer Reports' 26,451 subscribers. Of those, one in three woke up three or more times during a typical night. When problem sleepers were asked what was keeping them up at night, "work-related stress" was the most common response (47 percent) followed by health problems (28 percent) and financial woes (22 percent).

"For most people, getting to sleep isn't as much of an issue as staying asleep is," said Jamie Hirsh, senior associate editor for Consumer Reports. "Some readers found great success with medication and others said that changes in their lifestyle helped them to sleep through the night."

The complete results of Consumer Reports' survey about sleep problems and treatments, along with findings from its new survey on mattress satisfaction, can be found online at www.ConsumerReports.org and in the August issue of Consumer Reports, which hits newsstands on Thursday, July 5.

Consumer Reports' survey also revealed that women and obese people were more likely to report sleep problems than others. While almost 60 percent of respondents fell into the "insomniac" category, the survey also delivered some good news: Most problem sleepers reported finding at least one sleep treatment that helped.

Treating Sleep Problems

Consumer Reports analyzed the responses of more than 15,500 people who reported having problems sleeping 3 or more nights per week - including those who used medication and those who tried alternative methods to treat sleep problems and rated their effectiveness. Prescription sleep aids were found to be the most helpful. But a number of people who tried alternative methods, such as regular exercise, meditation, yoga and deep-breathing exercises, said the methods helped "a lot." This data suggests, at least for some insomniacs, that help is within reach without the side effects of medication.

Forty percent of problem sleepers said they had, at some point, tried over-the-counter sleep aids; and 30 percent took prescription medications. Newer prescription sleeping pills, such as zolpidem (Ambien and generic) and eszopiclone (Lunesta), and older sleep drugs called benzodiazepines, such as temazepam (Restoril and generic), received some

Consumer Reports Survey: Unemployed Americans More Likely To Suffer From Sleep Problems Than Those With
Jobs PR Newswire July 5, 2012 Thursday 6:00 AM EST

of the highest ratings for helpfulness by survey respondents. Almost half of readers who had tried prescription sleep drugs like zolpidem or over-the-counter medications like Tylenol PM reported side effects such as next-day drowsiness.

Given the side effects of sleep medication, Consumer Reports recommends trying behavioral steps, such as waking up at the same time every day, taking time to unwind before bedtime and getting exercise during the day, particularly in the morning, for those looking to improve their sleep cycles. Aside from regular exercise, which 41 percent of problem sleepers had tried, few people overall had tried alternative sleep therapies. Of those who had tried alternative methods, a number of respondents found body practices like meditation and yoga, white-noise machines and diet management to be helpful.

For those looking to upgrade their mattress along with their sleep habits in hopes of a better night's rest, the Consumer Reports' survey found 75 percent of those who bought a new mattress said that it helped them sleep better. Respondents also found that paying more didn't always translate into higher satisfaction, nor did buying from a major retailer.

Finding the Perfect Mattress Match

Comfort doesn't have to cost you a lot. Nor does spending more guarantee a good night's sleep. Lying down on the mattress for at least 10 minutes in the store remains the best way to find the right mattress, however, Consumer Reports also recommends the following advice for those shopping for a new mattress based on the experiences of its survey participants.

Memory foam and air beds satisfy. Subscribers who bought memory foam and inflatable air beds were more likely to tell Consumer Reports they were sleeping better than those who purchased traditional innersprings. Tempur-Pedic memory foam and Sleep Number air beds were most cited as improving sleep. Price-matching offers are meaningless. Mattress makers offer some lines nationally, but when those brands are sold through major chains such as Macy's, Sears, and Sleepy's - they're for lines exclusive to those chains. And each retailer usually gives the mattress a different name. As a result, it's hard to compare mattresses so price guarantees really don't guarantee much. A new box spring isn't a must. Though most respondents replaced their box spring with their mattress, roughly 80 percent of those who kept their old box spring reported that they were sleeping better after replacing just their mattress. So if the box spring isn't broken and is still structurally sound, consider keeping it and saving several hundred dollars. Haggling helps. Mattresses have hefty markups - that's why 50 percent off "sales" are common. More expensive models have even higher markups. While only 34 percent of respondents tried to negotiate price at the store, those who did saved a median of \$115, with almost a third saving \$150 or more. Whether or not you haggle, never pay full price and always factor in delivery and haul-away costs.

Consumer Reports is the world's largest independent product-testing organization. Using its more than 50 labs, auto test center, and survey research center, the nonprofit rates thousands of products and services annually. Founded in 1936, Consumer Reports has over 8 million subscribers to its magazine, website and other publications. Its advocacy division, Consumers Union, works for health reform, product safety, financial reform, and other consumer issues in Washington, D.C., the states, and in the marketplace.

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Consumer Reports ranks Tempur-Pedic tops again

David Perry -- Furniture Today, July 10, 2012

YONKERS, N.Y. — Specialty sleep brands and factory-direct operators received the highest reader satisfaction scores in the latest mattress ratings released by Consumer Reports.

The consumer products review publication said Tempur-Pedic was the top-rated mattress brand, followed by Original Mattress Factory, a factory-direct operation, Sleep Number (Select Comfort), Ikea and Denver Mattress, another factory-direct.

The top five retailers, in order of readers' overall satisfaction scores, are Original Mattress Factory, Costco, Denver Mattress, Sleep Train and Sleep Number.

The ratings are similar to those published by Consumer Reports three years ago. Here are the just-released lists, in order of how the were companies ranked.

Mattress brands: Tempur-Pedic, Original Mattress Factory, Sleep Number (Select Comfort), Ikea, Denver Mattress, Simmons, Spring Air, Kingsdown, Serta, Sealy and Stearns & Foster.

Stores: Original Mattress Factory, Costco, Denver Mattress, Sleep Train, Sleep Number (Select Comfort), Ikea, Macy's, Mattress Firm, Sears, Sam's Club, American Mattress, Mattress Warehouse, Mattress Giant, Mattress Discounters and Sleepy's.

Once again, some of the industry's largest bedding producers did not fare well in the mattress brand ratings, with Serta, Sealy and Stearns & Foster at the bottom of the brand list.

Spring Air, last among the 10 mattress brands rated in 2009, moved up to No. 7 on this year's list.

On the retail side, some big names are also far down the list. Sleepy's, for example, maintains its position at the bottom of the retail list.

Consumer Reports said the mattress-brand ratings are based on 12,557 responses about mattresses purchased new between 2007 and June 2011. It said the retail ratings are based on 5,821 shopping experiences at walk-in retailers between 2009 and June 2011.

"Findings reflect the experience of our subscribers but not necessarily those of the general population," Consumer Reports said in its report, published in its August 2012 issue.

The company said the results came from a survey done by the Consumer Reports National Research Center.

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FURNITUREToday

Furniture Today

June 25, 2012

SECTION: NEWS**LENGTH:** 300 words**HEADLINE:** Specialty sleep mattresses solid sellers in Wisconsin**BYLINE:** David Perry**BODY:**

CUDAHY, Wis. - Specialty sleep beds are selling well at Chuck Dawson's Mattress Firm chain, based here. Serta's gel-cushioned iComfort line, which went on his sales floors last fall, was an immediate hit.

The retailer has "done very well" with the line and has seen no slowdown in sales this year, said Dawson, president of Mattress Firm's 28-store Wisconsin operation. "It's all about the product," he said of the iComfort line. He also said Serta "executed it flawlessly at the point of sale." That gel-cushioned line has enabled Dawson's Mattress Firm stores to expand their share of the specialty sleep pie. The retailer had been worried that adding the more moderately priced iComfort line would hurt sales of higher-priced specialty beds. But what has happened, Dawson said, is that iComfort has filled a new niche on the sales floor. He said that Tempur-Pedic is "still growing at a very rapid pace," and noted that "customers have a high level of satisfaction" with the line. His retail sales associates like the line because "it stays in the home." Mattress Firm remains "a very loyal Tempur-Pedic dealer," Dawson said. "Our memory foam business is doing very well," he said. He's had good luck bringing Tempur-Pedic beds to the Wisconsin State Fair, where they have sold well. "Nothing inexpensive sells at the fair," Dawson said. He's had consumers thank him for a \$5,000 Tempur-Pedic sale. Now gel beds have joined the specialty sleep mix at Mattress Firm, and they are resonating with consumers. He said consumers see gel beds as offering "new technology, better technology and a better way to sleep." And noting that those beds are increasingly moving into traditional innerspring price points, he believes they will "further erode" innerspring bedding sales.

LOAD-DATE: June 28, 2012



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FURNITURE Today

Furniture Today

June 18, 2012

SECTION: NEWS**LENGTH:** 660 words**HEADLINE:** Griggs: Advertising must adapt to media use**BYLINE:** David Perry**BODY:**

AVENTURA, Fla. - What's working in advertising and social media these days? Several things, advertising guru Kristi Griggs said in a well-received presentation at Furniture/Today's Bedding Conference here. Griggs, founder and president of G-Force Marketing Solutions, a marketing agency based in Greensboro, N.C., said successful mattress advertising requires good strategy, good creative approaches, and good execution.

The retailers in the audience, a group that represented about one-third of the conference attendees, listened carefully to her presentation, which came in the form of an advertising primer. In the strategy arena, mattress companies need to target their key consumers. That's easier said than done, she noted, as different consumer groups consume media in very different ways and at very different times of the day. For example, those emerging "millennial" consumers between the ages of 18 and 29 spend time on Facebook throughout the day and evening, especially from 9 a.m. to 5 p.m., while Gen X consumers between the ages of 30 and 46 are more focused on radio, TV and online entertainment at various times of the day and night. And Baby Boomers, between the ages of 47 and 65, like radio and TV. She said companies find those consumers through database marketing, using indicators like media consumption, gender, household income, ZIP codes, home values and lifestyles. Looking at bedding's traditional consumer - women between the ages of 25 and 49 - Griggs identified various life stages that can trigger mattress purchases, including getting married, having children, buying a house and moving. How to reach that consumer? It's not a simple matter, she said. "There is no silver bullet in advertising," she said. "All channels work." Media vehicles include TV, radio, print, digital and direct response channels, she said. When it comes to digital advertising, Griggs advised her listeners to "crawl, walk and run," employing different actions at each step. In the "crawl" phase companies use social postings and contests to draw interest, while the "walk" phase can see social advertising, mobile marketing and email marketing. In the "run" phase, texting campaigns and e-commerce may come into play, she said. Griggs presented a case study showing how Sealy converted digital visitors into mattress purchasers. YouTube drove 46% of Sealy's website visits during the first week of the campaign, while Google Search accounted for 13% of total traffic, she said. Turning to the "creative" piece of the advertising puzzle, Griggs noted that 20% off is the new "full price." She said that 80% of consumers are looking for a deal, particularly rebates. Retail pricing strategies include high-low presentations, price per month offers and showing dollars off versus percentages off. Colors are important, Griggs said. Red, orange, black and royal blue attract impulse shoppers at outlet malls and clearance sales, while navy blue and teal appeal to shoppers on a budget in venues like larger department stores. Looking at the brands of various retailers, Griggs said Mattress Firm is standing out with a "character hook" in which two Mattress Firm employees are featured in ads. Macy's wins with a repeatable

theme and its distinctive red star, while Sleepy's mixes brand messages and a call to action, and uses its "The Mattress Professionals" tag line to good effect. She also singled out Mattress King, Simmons, Tempur-Pedic, Serta's iComfort line, Art Van and Furnitureland South for effective ad campaigns. Finally, Griggs addressed the importance of execution. Retailers need to consider what they own - websites, email, landing pages and point of purchase; what they pay for - TV, billboards, print and direct mail, among others; and what they earn - social engagement and good reviews. An integrated marketing platform is needed to tie everything together, Griggs concluded.

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HEADLINE: MORNINGSIDE DELIGHT Story and photos by EDDIE SEAL /Special to the Caller-Times A PERFECT FIT Home filled with vintage, religious, inherited items

BODY:

Julie Wallace's 1940s vintage bungalow reflects her South Texas roots. Her home's decor can be described as South Texas eclectic with its mixture of vintage ranch, Mexican, farmhouse chic, shabby chic and primitive. Wallace has filled her home with prized finds from thrift and antique stores, flea markets and most of all, cherished items handed down from many generations of family members. There's an interesting artifact around every corner.

See HOME, 6F

Why do you love your home?: I love my home because it reflects my South Texas roots. My ancestors were early settlers of Camargo and Monterrey, Mexico and Nueces, Starr, and Cameron Counties in Texas. Hopefully my home will continue to instill family pride and a sense of belonging in my children and grandchildren.

Why did you decide on this home?: My friend, Gayle Burnett, and I were driving around town with the Caller-Times newspaper in our hands looking for my "dream home/cottage" to match my style. We drove by and saw a for sale by owner sign in the front yard and the owner was working in the yard. I fell in love with it before I had even seen the inside. It had all the things I was looking for including hardwood floors, screened in porch, adorable kitchen, and incredible corner windows on the back of the house.

One thing I'd change about my house: I would add

a second bathroom.

Best home project I've completed: My friend Diane Gigliotta showed me how to take my various collections of ranch, Mexican, Shabby Chic, 1940s kitchen, sewing notions, etc. and display them in the house. She is an expert at home décor and interior design. I tease her about having a magic wand.

I get ideas/inspiration for my house by... a year after I bought this house I took an IT job in Fort Worth. Over the next nine years, I did two things. First, I cut out pictures of things I wanted in my house from magazines and taped them into a journal/book. Second, I collected antique furniture and small items from all over Texas, specifically for this house. Then (Gigliotta) gave me the inspiration I needed to put everything together. She taught me so much about design, display and what she called layering.

MORNINGSIDE DELIGHT Story and photos by EDDIE SEAL /Special to the Caller-Times A PERFECT FIT Home filled with vintage, religious, inherited items Corpus Christi Caller-Times June 17, 2012 Sunday

Something no one knows about my home: My house has an enormous attic with an air conditioned cedar closet. You can walk around in my attic. It is really big enough to add an extra room. I use the cedar closet to store my holiday decorations.

I save lots of money on my home by... I recently added insulation to my home through a grant program with AEP called the Residential Standard Offer Program. This program provides incentives to participating contractors for installing qualifying energy efficiency measures at homes of TCC's residential customers.

A home item I can't live without: I can't live without my ceiling fans. I installed them in almost every room in the house.

My home's best feature:

The corner windows in every room and hardwood floors.

My dream home would include... this house with a swimming pool in the back yard.

A current home trend I like... it's called thrifting. Thrifting is the act of shopping at thrift stores, flea markets, garage sales, craigslist, or charitable organizations, usually with the intent of finding interesting items at an inexpensive price. The act of thrifting celebrates the recycling of formerly owned items and transforming them. It's really just an extension of what people who like Shabby Chic have been doing for a long time.

Three words that describe my home: God, family and friends.

If my kitchen walls could talk... it would say that my grandmother, Mary Newton's spirit is everywhere. My mother left me my grandmother's farmhouse in San Benito when she died. I recycled my grandmother's awesome kitchen utensils, cookie sheets, pans, cookie cutters, dishes, etc. and blended them with my 1940s kitchen collection.

What I like most about my home... is all the light that comes through the windows. I installed shutters in the bottom half of my windows in the front of the house and hung vintage, stained glass windows in the top half to let in the light. I love the openness.

What I like least about my home: The garage blew down in a storm many years ago and was removed. I really miss having a garage. I now have a garage closet in the hallway to hold all my small garage stuff.

My home's most complimented feature... is the kitchen. I have it decorated in mint green, red and turquoise 1940s décor.

Favorite room: I read somewhere that everyone should create a nest/haven where they can rest. I love roses so I decorated my bedroom in Shabby Chic with mint green walls and pink roses. I also invested in a Tempur-Pedic bed.

My next home project... is to work on the landscaping. After being gone for nine years, my entire yard died during the drought.

A funny story about my home: After I painted my house lantern yellow with blue shutters and doors and installed a new blue roof, my neighbor asked me if I was an artist. I guess color = art.

Favorite home TV show: I love the Nate Berkus show. He always has great advice on how to live beautifully each day. I love the idea of recycling and leaving a smaller carbon footprint.

Favorite home-related book or magazine: I absolutely love two magazines in particular. Cottages and Bungalows and Romantic Homes.

Unannounced guests would find my home: Comfortable.

I'll never throw out my...